- RCA transponder auction slapped down
- NCAA awards exclusive contract to Turner
- Warner unveils new privacy code
- NLC launches new attack on cable

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CableVision

The news and features weekly of the cable television industry

Feburary 8, 1982

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The Magic Formula:

Chalking out the leased access equation

San Antonio test bed
High-rise access

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CableVision Volume 7, Number 22. February 8, 1982

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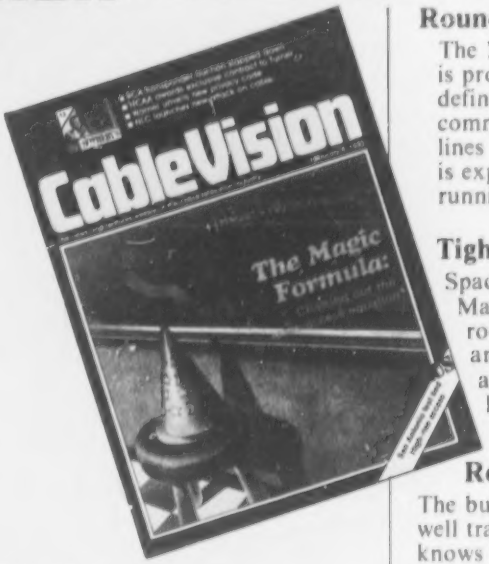


On the cover

Cable operators are beginning to think the only solution to the leased channel debate is magic. Elements in the equation range from philosophical debates over First Amendment issues to decisions on how to increase revenues. David Price explores that issue in *CableVision Plus* and includes a sampling of opinions from key people in the cable industry. Graphic by J. Arthur Kenefick.

Leading the week

Pages 13-18

FCC vs. RCA

The Federal Communications Commission denied RCA's bid for approval of its transponder auction. At the same time, the commission began the process to approve out right transponder sales.

Just for Turner

The National Collegiate Athletic Association has granted WTBS an exclusive contract for live coverage of football games during the next two years. That contract begins this fall.

Round two

The National League of Cities is proposing legislation that defines cable television as a common carrier. The battle lines are taking shape for what is expected to be a long-running struggle.

Tight squeeze

Space is at a premium on Manhattan's cable systems, but room has been made for Cinemax and ARTS on Manhattan Cable and HBO on Teleprompter. Daytime grabbed space on both systems. **Page 27.**

Returning to cable

The bumpy roads in business are well traveled and no company knows that better than Acton Corporation. The firm was founded in the cable business then turned down the road to snack foods and is now back on the cable highway. **Page 55.**

AT&T Chairman Charles Brown

Under microscope

Several Congressional subcommittees are scrutinizing the recently announced accord between AT&T and the Justice Department. That agreement has not made everyone happy and some tough questions were directed at AT&T Chairman Charles Brown. **Page 65.**

This week in *CableVision Plus*

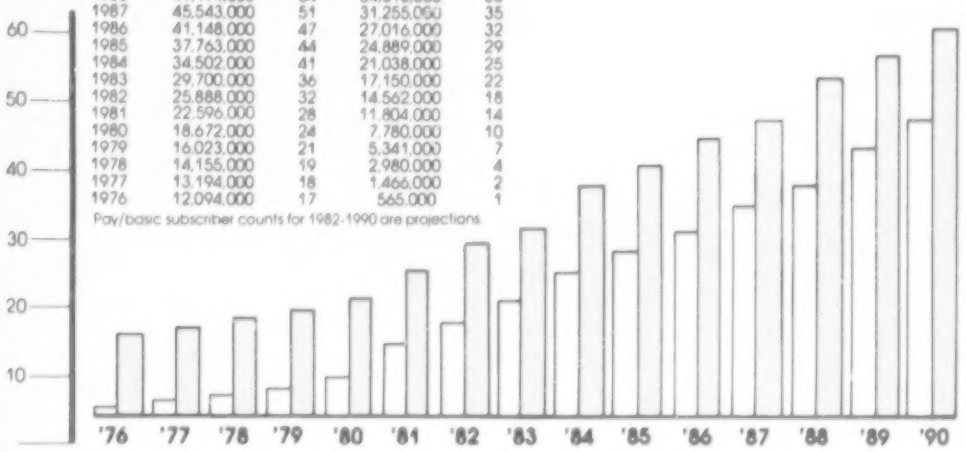
Cable operators continue to puzzle over the multiple variables that compose the channel leasing equation. Is there a magic formula that will end the quest? A second search climbs upward, as operators seek access to high-rise buildings, with complications on every rung of the ladder. In a system profile, Rogers-UA's San Antonio system is revealed as a living laboratory in which to test service and marketing combinations. **Pages 31-54.**

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,812,000	61	43,596,000	46
1989	53,882,000	58	39,018,000	42
1988	49,194,000	54	34,618,000	38
1987	45,543,000	51	31,255,000	35
1986	41,148,000	47	27,016,000	32
1985	37,763,000	44	24,889,000	29
1984	34,502,000	41	21,038,000	25
1983	29,700,000	36	17,150,000	22
1982	25,888,000	32	14,562,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) ... 80,700,000
Homes passed by cable (HP) 41,574,977
Percent of TVHH passed by cable 51.52%
Basic cable subscribers 22,596,000
Percent of TVHH with basic cable :. 28.00%
Percent of HP with basic cable .. 54.35%
Pay cable subscribers 11,804,000
Percent of TVHH with pay cable 14.62%
Percent of HP with pay cable 28.39%
Percent of basic subs with pay cable 52.24%

Satellite line up

Satcom IIIR (RCA Americom)

	Transponder
Warner Amex (Nickelodeon/ARTS)	1
PTL Television Network	2
United Video (WGN, WFMT, Lifestyle, JISAI, Dow Jones)	3
Times Mirror for Spotlight	4
Warner Amex for The Movie Channel	5
Southern Satellite Systems (WTBS, Cabletext, North American Newstime, Reuters NewsView)	6
ESPN	7
Christian Broadcasting Network, AETN	8
USA Network, C-SPAN, Black Entertainment Television	9
Showtime (west)	10
Warner Amex for MTV	11
Showtime (east)	12
HBO (west)	13
Cable News Network	14
Warner Amex for CNN2	15
ACSN, National Jewish Television	16
Showtime, used by WOR	17
Reuters, GalaVision (nights)	18
Open	19
HBO (Cinemax-west)	20
Landmark (Home Theater Network, Preview)	21
HBO (west), Modern Satellite Network, leased for Daytime Jan. '82	22
HBO (Cinemax-east)	23

Satcom IV—Launched January 22, slated to be operational in March, 24 transponders, 4/6 GHz
Satcom V—Projected launch, Mid-1982
Satcom IR—Projected launch September 1983
Satcom IIIR—Projected launch September 1983

Westar III (Western Union)

	Transponder
Audio	1
Hughes Television Network, Blairsat	2
Intelsat (Mexico)	3
Audio	4
Occasional use	5
CBS Cable	6
Robert Wold Company/Satori (Private Screenings)	7
SIN	8
SSS (SPN)	9
ABC TV	10
CNN	11
Eternal Word Television Network/occasional video services	12

Westar IV—Projected launch February 1982
Westar V—Projected launch September 1982

Comstar D-2 (AT&T/GTE)

	Transponder
ESPN (Rainbow Programming/Bravo-evenings)	3H
National Christian Network (subleased to Rainbow/Escapade)	4V
SIN	4H
Warner Amex	6V
HBO (Cinemax-east, temporary)	7V
Showtime (subleased to Compact Video)	8V
Trinity Broadcasting	9V
HBO	9H
American Medical Buildings	10V

Galaxy I (Hughes Communications)—Projected launch May 1983, 24 transponders, 4/6 GHz Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2) Viacom (2)
Galaxy II—Projected launch September 1983, 24 transponders, 4/6 GHz
Galaxy III—Launch date pending demonstration of market demand, 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Communications)—Projected launch February 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz Transponders reserved: SSS (3) Pop Network (3) SIN (2), Landmark Communications (2), Bonneville International (3), Southern Baptist Convention (2), United Video (1), Midwest Radio & TV (1), Double-B Enterprises (1), Rainbow Communications (1)
Spacenet II—Projected launch October 1984, 18 transponders-4/6 GHz, 6 transponders-12/14 GHz
Spacenet III—presently being built

Franchising calendar

This chart examines the franchise status of communities during the last quarter of 1981 and the beginning of 1982. "Pending" refers to communities which are in the franchising process but have yet to make an award.

Arizona
Glendale—award to Camelback Cablevision (Storer) 12/81, 35,000 homes.
Scottsdale—award made to United Cable Television 11/81, 44,000 homes.
Tucson—award to Cox Cable Communications 10/81, 135,000 homes.

California
Alameda—pending.
Bellflower—pending.
Compton—award to CATV West 11/81, 22,000 homes.
East San Fernando Valley—pending.
East Yolo—pending.
Garden Grove—pending.
Grand Terrace—pending.
Hacienda Heights—pending.
Hawthorne—pending.
Lomita—proposals due 2/15/82.
Los Alamitos—proposals due 1/12/82.
Sacramento—pending.
San Fernando—pending.
San Mateo County (Ladera Heights, Baldwin Hills, Lennox)—award to Jack Barry Cable TV 9/81, 12,000 homes.
Santa Ana—award to Teleprompter Corporation 12/81, 65,600 homes.
Santa Fe Springs—award to Cablesystems Pacific 10/81.
Seal Beach—award to Teleprompter 10/81, 13,900 homes.
South Los Angeles—pending.
South Whittier—pending.

Colorado
Cherry Hills Village—pending.
Denver—award expected 2/22/82.
Edgewater—pending.
Greenwood Village—pending.
Longmont—pending.
Northglenn—pending.
Thornton—award to American Television and Communications 1/82, 15,000 homes.
Wheatridge—pending.

Florida
Miami—award to Americable/Tele-Communications, Inc., 10/81.
Plant City—award to Plant City Cablevision 12/81.
Tampa—pending.
Times Beach—award to Warner Amex Cable Communications 11/81.
Walden Lake—pending.

Georgia
Lithonia—award to Cable DeKalb (Cable America) 12/81, 900 homes.

Illinois
Brookfield—pending.
Chicago—pending.
Lake County—south central unincorporated areas award to Centel Communications, northern portion award to U.S. Cable of Waukegan 12/81.
Schiller Park—award to Continental Cablevision of Cook County 11/81.
Skokie—award to Teleprompter Corporation 12/81, 21,000 homes.
Thornton—award to Centel Communications 11/81.

Indiana
Boone County (unincorporated areas)—pending.
New Palestine—award to Quality Cable TV of Sheridan 11/81.
Thorntown—pending.
Zionsville—pending.

Iowa
Waverly—award to Heritage Communications 1/82.

Kentucky
Oldham—award to Oldham County Cablevision 10/81, 10,000 homes.
Pioneer Village—award to Bullitt County Communications (Matrix) 1/82, 280 homes.

Maryland
Baltimore—pending.
Montgomery County—proposals due 2/3/82.
Prince George's County—northern portion (120,000 homes) award to Storer Cable Communications, southern portion (100,000 homes) award to MetroVision 12/81.

Massachusetts
Bellingham, Mendon—award to Southern Massachusetts Cablevision (Alda Group) 1/82, 5,500 homes.
Bridgewater—applications for license due 2/16/82.
Brockton—award to Continental Cablevision 10/81.
Hull—applications for license due 4/5/82.
North Reading—award to Rollins Cablevision 11/81.
Norwell—applications due 1/29/82.
Whitman—applications for license due 3/1/82.

Michigan
Farmington, Farmington Hills—pending.
Detroit—pending.
Inkster—award to Barden Cablevision 10/81.
Oak Park—pending.
Oakland County (Birmingham, Beverly Hills, Bingham Farms, Franklin)—award to Booth Communications 1/82, 15,000 homes.
Royal Oak—award to Barden Cablevision 10/81.

Minnesota
Arden Hills—pending.
Columbia Heights, Hilltop—award to Teleprompter 12/81, 7,700 homes.
Falcon Heights—pending.
Lauderdale—pending.
Little Canada—pending.
Lindstrom—proposals due 1/11/82.
Mounds View—pending.
New Brighton—pending.
North Oaks—pending.
Owatonna—pending.
Roseville—pending.
St. Anthony—pending.
Shoreview—pending.

Missouri
Claycomb—pending.
Glendale—pending.
Maplewood—pending.
Pleasant Valley—pending.
Riverside—pending.

Nevada
Clark County—award to Community Cable TV (Times Mirror) 9/81.

New York
Aurora, Antelius, Cayuga, Cayuga County, Ledyard, Springport, Union Springs—proposals due 1/82.
Harrison—pending.
Lawrence—award to Adams Russell 9/81, 2,000 homes.
New York City—completion of preliminary negotiations expected 2/82, final awards expected in spring.
Westfield—proposals due 12/81.

North Carolina
Davie County—proposals due 3/1/82.

Ohio
Avon—award to Continental Cablevision of Northeast Ohio 10/81.
Avon Lake—award to Continental Cablevision of Northeast Ohio 11/81.
Berea—award to Complexicable 9/81.
Brooklyn—municipal ownership decision pending.
Brunswick—award to Brunswick Cable Communications 10/81.
Highland Heights—award to Viacom Cablevision 12/81.
Jackson Township—award to Warner Amex Cable 1/82, 10,000 homes.
Northwood—award to Condor Cablevision of Michigan 12/81.
Whitehouse—pending.
Riveredge Township—award to Riveredge Cablevision Company 12/81.

Oklahoma
Milwaukie—award to Liberty Communications 10/81.

Oregon
East Multnomah County—pending.
Lake Oswego—award to Storer/Metro 12/81.
McMinnville—proposals due 3/1/82.
Newburg, Dundee—award to Liberty Communications 10/81.

Rhode Island
Middletown, Portsmouth, Tiverton, Little Compton—pending.

Tennessee
Ashland City—award to Cablevision Enterprises of Tennessee 11/81.
Germantown—award to Germantown Cablevision Asociates 12/81.

Texas
Plano—award to Collin County Communications (Storer) 12/81, 20,000 homes.

Utah
Fruit Heights—award to Wasatch Cable 11/81.

Virginia
Fairfax County, Falls Church, Herndon, Vienna—proposals due 2/15/82.
Staunton—pending.
Suffolk—award to Cross Country Cable 9/81, 11,600 homes.

Wisconsin
Kenosha—pending.
Megnon—award to RVS Cablevision of Wauwatosa 12/81.
Milwaukee—pending.
Mukwonago—award to RVS Cablevision 1/82.
Muskego—award to RVS Cablevision 11/81.

Cable penetration of top 25 TV markets

Rank	Market	Cable Subscribers*
1.	New York City	1,349,907
2.	Los Angeles	624,728
3.	Chicago	175,751
4.	Philadelphia	693,157
5.	San Francisco	663,484
6.	Boston	288,091
7.	Detroit	175,275
8.	Washington, D.C.	79,425
9.	Cleveland	265,391
10.	Dallas/Fort Worth	116,496
11.	Pittsburgh	562,676
12.	Houston	192,176
13.	Minneapolis/St. Paul	44,945
14.	St. Louis	94,034
15.	Seattle/Tacoma	236,616
16.	Atlanta	208,150
17.	Miami	288,327
18.	Tampa/St. Petersburg	169,035
19.	Baltimore	69,682
20.	Denver	53,631
21.	Indianapolis	165,050
22.	Sacramento/Stockton	402,349
23.	San Diego	361,940
24.	Portland, OR	85,239
25.	Kansas City, MO	112,912

*Cable penetration in 50 mile radius of market city, subscriber totals from "CableFile/82."